

## 61939 - Management of Cultural and Environmental Companies

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 61939 - Management of Cultural and Environmental Companies

**Faculty / School:** 228 - Facultad de Empresa y Gestión Pública

**Degree:** 471 - Master's in Tourism Management and Planning

**ECTS:** 6.0

**Year:** 1

**Semester:** First semester

**Subject type:** Compulsory

**Module:**

### 1. General information

This subject integrates basic knowledge of business management and its relationship with culture and the environment as tourism resources. The aim is to analyse tourism companies, identify their relationships with the environment, and introduce management techniques to the areas that structure business activity. The aim is to understand the functioning of the company as a system, connecting all its parts with the environment. In addition, the aim is to motivate students to create companies as a form of self-employment and wealth generation.

All of the above is aligned with the Sustainable Development Goals (SDGs) 2(<https://www.un.org/sustainabledevelopment/es/>), specifically, with targets 4.4 (SDG4-Quality Education), 8.2 (SDG8-Decent Work and Economic Growth), and 11.7.a (SDG11-Sustainable cities and communities).

### 2. Learning results

Upon completion of this subject, the student will be able to:

- Identify, analyse and solve the problems posed, making decisions and playing a specific role within the team.
- Solve a real-life case describing some elements of the organizations that allow establishing a diagnosis as well as proposing solutions.
- Summarise the contexts described in the readings.
- Solve problems/exercises.

### 3. Syllabus

Topic 1. Introduction to cultural and natural environment enterprises.

Topic 2. Strategic management.

Topic 3. Operations management.

Topic 4 People management.

Topic 5. Environmental management

### 4. Academic activities

Theoretical classes: lectures on the contents of the subject (2.5 hours per week).

Practical classes: putting into practice the knowledge acquired in the theoretical classes and team work. The case method and the solving of exercises will be used. However, other forms of teaching may also be used, such as the analysis and discussion of readings in class (2.5h/week).

Individual and group tutorials: they allow to offer students a more direct and personalised support, to help them solve doubts about the contents of the subject, to guide them in the study and in the solution of the proposed exercises or cases (2.5h).

Assessment tests (presentation and exams): (7,5h).

Non-attendance activities: personal work and test preparation (100h).

### 5. Assessment system

The student must demonstrate achievement of the intended learning results through the following assessment activities:

#### **FIRST CALL:**

The assessment will be carried out by means of a global test in accordance with the calendar established by the centre.

**In the first call**, students are offered the possibility of undergoing continuous assessment and obtaining 10 points through the following assessment activities during the class period:

- Delivery in class of the solved practical cases, exercises, readings, etc. Maximum total value: 2 points.
- Delivery of a written team work. Maximum value of the work: 6 points. Students can base their work on a case study, or on the product/company or tourism project that they have begun to develop in other subjects.
- Oral presentation of team work. Maximum total value of oral presentations: 2 points.

### **OVERALL ASSESSMENT**

The assessment will be carried out by means of a global test in accordance with the calendar established by the centre. This global test will consist of the following activities:

- a theoretical-practical exam in which the student can obtain a maximum grade of 7 points;
- an individual written work, different from the continuous assessment one, with a maximum grade of 3 points. Students who have chosen the continuous assessment method and have not passed it will have two options:
  - to carry out an assignment on a company other than the one in the continuous assessment;
  - or to use the work of the continuous assessment. However, they must correct it and add what the teacher advises.

IN THE FIRST CALL, both assessment systems **are not mutually exclusive**, so that if students who have opted for continuous assessment wish to improve their grade, they can take the overall test in its entirety. In this case, the best grade will prevail.

### **SECOND CALL:**

In the **second call**, the assessment will be carried out by means of a global test with the same structure as the global test in the first call.

*The necessary software will be used to check the originality of the activities carried out. The detection of plagiarism or copying in an activity will result in a grade of 0 points for that activity.*

## **6. Sustainable Development Goals**

- 4 - Quality Education
- 8 - Decent Work and Economic Growth
- 11 - Sustainable Cities and Communities